

Feasibility Study on Building Intelligent Gymnasium in Colleges in Gansu Province

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Keywords: Universities, sports venues, resource utilization in Gansu Province

Abstract: This paper summarizes the current situation of the lack of resources in the use of intelligent gymnasium resources in colleges and universities in Gansu Province, and the situation that the site and facilities resources are wasted, by reviewing the statistics and analysis of the resources utilization of intelligent gymnasiums in colleges and universities in Gansu Province. In the future, the use of intelligent gymnasiums in colleges and universities in Gansu Province has been strengthened in construction, standardizing and regularizing the intelligent gymnasiums in Gansu Province, and more rational management, operating with new business ideas, and constantly discovering the potential value of smart stadiums such as advertising resources. Suggestions on site leasing and other aspects make the intelligent gymnasium of Gansu Province better utilized.

Nowadays, people's living standards are improving day by day, people's requirements for quality of life are also increasing. Fitness as a leisure and entertainment project has become more and more popular among the residents. People will choose some fitness places to exercise during the break, but the current demand for stadiums is getting higher and higher. At present, the area of stadiums in China cannot meet the needs of Chinese residents for sports venues. However, in the universities of Gansu Province The stadium has been largely idle, so the current development of the resources of the intelligent stadiums in Gansu Province will coordinate the current problem of no venues, so that the public has more venues to improve the physical fitness of the whole people^[1].

1. Status quo of resource utilization of intelligent gymnasiums in colleges and universities in Gansu Province of China

1.1. Resource utilization is restricted

At present, the stadiums of colleges and universities in Gansu Province are divided into two categories: standard stadiums and non-standard stadiums. Most of the universities in Gansu Province are non-standard stadiums. They themselves have small scales, incomplete facilities, and inadequate services. Defects make it impossible to better undertake the necessary conditions for the public to provide entertainment and entertainment. The scale of the venue is directly limited to the size of the colleges and universities in Gansu Province. Large-scale colleges and universities in Gansu Province can build large-scale intelligent gymnasiums, and the small-scale colleges and universities in Gansu Province cannot be increased in size due to the size of the school. Due to

school funding reasons, many intelligent gymnasiums can only meet the requirements of the school curriculum, and can't meet the needs of the majority of residents for fitness facilities and services^[2].

1.2. Resources are wasted

The current colleges and universities in Gansu Province are divided into full-open, partially open and non-open. The fully-opened intelligent gymnasium in Gansu Province, although the intelligent gymnasium is open all day, most of the time is only for students to come to class, but few people in the spare time to exercise, making its utilization very low; for semi-open type is Outside the students' classes, some of the venues are open to the public, which also faces the situation that there are not many social residents and low utilization rate. The non-open type is only open to the students of the school, and the contribution to the society can be said to be zero. waste. In addition to the restrictions of the open form, there are still a large number of large-scale colleges and universities in Gansu Province in the suburbs, which makes many people inaccessible and inaccessible, resulting in waste of resources. Colleges and universities in Gansu Province also need to improve their publicity. Many people are not aware of the use of the school's intelligent gymnasium. It is not possible to better arrange travel time and give up the opportunity to go to the intelligent gymnasium in Gansu Province to create a waste of resources^[3].

2. Ways to use the intelligent gymnasiums in Gansu Province more efficiently

2.1. Improve the construction of the smart stadium itself

If the intelligent gymnasium of colleges and universities in Gansu Province wants to serve the society better and is better utilized, it is first necessary to improve its own construction and to serve the society better if it has conditions. First of all, the construction of intelligent gymnasiums in colleges and universities in Gansu Province should be a standard intelligent gymnasium model. There are standard-scale venues and complete facilities, which can't only meet the physical education curriculum requirements of students, but also provide more convenient leisure for the public. Fitness area. An integrated intelligent gymnasium should have an indoor basketball court, a table tennis venue, a tennis court, and a swimming pool to provide swimming and fitness programs. These locations should not only have standard site area, standard floor materials, good facilities and adequate equipment preparation, but also professional people to provide on-site guidance or assistance, and should sell or lease related equipment to meet no needs of people with equipment, and constantly improve the quality of their services. Regularly, there should be special personnel to inspect, repair and clean up the site to ensure the cleanliness, sanitation and high quality of the venue, so that the standards of the intelligent gymnasium can provide a place for the outsiders to provide entertainment and better serve the society^[4].

2.2. Improving the management mode of intelligent gymnasiums in colleges and universities in Gansu Province

At present, the operation of intelligent gymnasium in China is mainly divided into the following two types. The first one is that the intelligent gymnasium is open to students according to the time of the student physical education curriculum, and the other time is contracted to the outsiders for operation, and the school collects certain venue rental fees. In this way, the teachers and students will have paid for the activities in the smart gym during their spare time, which is not conducive to the students' extracurricular exercise. The second is to manage the intelligent gymnasium by the department that manages sports in the school. In addition to arranging the students to take classes,

the rest of the time is used to charge a certain amount of money to provide physical exercise to outsiders. This can increase the income of the smart gymnasium and repair the smart gymnasium. And equipment supplements. In this way, the paid consumption of the students can also get a certain discount. In fact, although the intelligent gymnasium is one of the schools' construction, its main function is to provide classrooms for students and provide gymnasiums for teachers and students. However, this will limit the utilization of the stadium and greatly reduce the utilization of buildings. It has not been maximized, and every time the maintenance and protection needs to be funded by the school itself will increase the burden on the school. Since the colleges and universities in Gansu Province are gradually starting to move toward society as a starting point, their own management should also be socialized, and the intelligent gymnasium will also be part of the society. The scores of some gymnasiums in Gansu Province are shown in Figure 1.

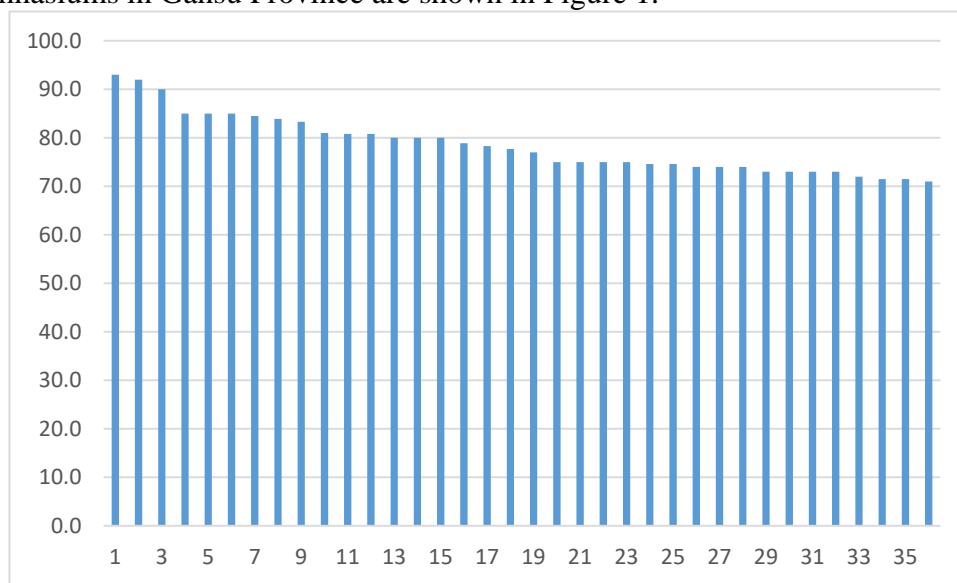


Figure 1 The scores of some gymnasiums in Gansu Province

It can be used as an economic place, and it can be used for good business management in the students' spare time with social and economic minds. This can't only improve the utilization rate of the intelligent gymnasium, but also generate income for the school and better manage the smart gymnasium. If you want to operate as a business industry, you should develop a detailed business management plan. You should not be embarrassed in business management. If you do not have the right management talents, you must recruit managers who have experience in the corresponding fields, and an experienced management. It is better to create and generate revenue for the smart stadium. It is necessary to improve the quality of its external operations while improving its own venues, equipment, facilities, etc., and strive to meet the sports needs of various guests and increase the publicity of the intelligent stadium. The intensity allows many people who need a fitness venue to get more and more timely time information, which can make it better to arrange time for physical exercise. At the same time, you can also have a professional instructor in the intelligent gymnasium to carry out paid teaching or guidance, and set up some venues of the intelligent gymnasium to become a sports project remedial class, which can meet the needs of people with higher requirements for physical exercise and make them more professional. Guidance. If you want to operate better, you can carry out industrialized management carefully, so that the intelligent gymnasium can meet the needs of various people for physical exercise. This not only increases the source of tourists, but also improves the utilization rate of the intelligent gymnasium itself, and provides more exercise for everyone^[5]. The development indicators of the Gansu Gymnasium are shown in Figure 2.

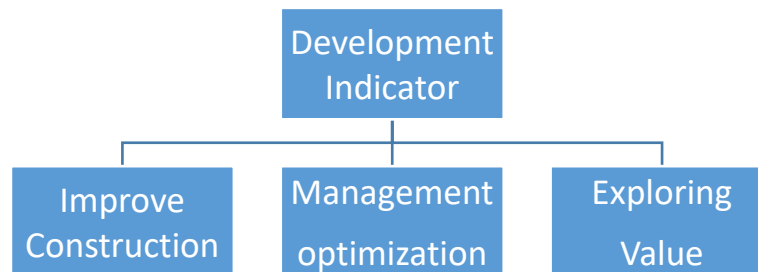


Figure 2 Development indicators of the Gansu Gymnasium

2.3. Exploring the potential use value of the intelligent stadium

In fact, the smart stadium not only has the venue, facilities and other visible resources, but also has a lot of potential resources that can be developed to better improve the utilization rate of the smart stadium, and can further generate income for the school's sports. For example, in the large-scale open space of the intelligent gymnasium, it can be used as an advertising wall to advertise some sports products. Advertisers like to advertise themselves in these stadiums, because he will face the needs of the vast number of consumers. The advertising expenses will be used to generate income; at the same time, the sports goods store will be launched in a certain place of the intelligent gymnasium. There will be some merchants to carry out agency sales. The intelligent gymnasium can represent some products to obtain agency fees; and the large-scale intelligent gymnasium reaches a certain level. The standard can actively undertake some sports events, increase the income by collecting tickets, etc., and also improve the utilization rate of the smart stadium. It can also be used as a venue for large-scale conferences to provide venues for large-scale gatherings. It can also host entertainment performances such as cultural performances. This not only increases the visibility of the intelligent stadium, but also generates income for the school. It also serves as an intangible advertising campaign for universities in Gansu. The Intelligent Gymnasium welcomes more guests. At the same time, some local colleges and universities with regional characteristics can combine their own specific characteristics to build some intelligent stadiums with local characteristics. It will be more attractive, and some places where ethnic minorities gather can be opened. National sports programs allow the general public to participate in fitness, so that more people know the location and timing of the smart gymnasium, attract more guests, and make the smart gymnasium better utilized.

3. Conclusion

The better use of the intelligent gymnasium in Gansu Province as a resource will not only meet the needs of the students in the school, but also provide more physical exercise places for teachers, students and the community, making the resources of Gansu Province Being used more efficiently. The efficient use of the intelligent gymnasium also reflects the pursuit of sports and exercise for the whole people. It is a great contribution to better improving the physical quality of the whole people.

Therefore, it is more important to strengthen the utilization rate of intelligent gymnasiums in colleges and universities in Gansu Province. Better sports resources also prove the continuous improvement of our country's living standards.

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